MARKETING INTERNSHIP
MKT 2471

Work Hours: Minimum of 135 hours
Lab/Class Hours: 0
Credit Hours: 3
Revised: July 2012

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NOTE: This course is not designed for transfer credit

Catalog Course Description:
This course is a supervised work experience requiring a minimum of 135 hours in the marketing field. Individual conferences are arranged instead of class attendance.

Prerequisites:
Completion of 15 hours of MKT courses with minimum 2.5 GPA in MKT courses and at least a 2.0 cumulative GPA; seeking an A.A.S. degree as a Marketing student; enrolled in final semester; and a completed internship application submitted to the coordinator of BCT Internships prior to enrollment in the course and the beginning of the term. Application is available on the Web: www.pstcc.edu/departments/bctpi.

Textbook and Course Materials:
No required text. Handouts will be provided.

I. WEEK/ASSIGNMENTS:
The internship work schedule shall be determined between the work supervisor and the intern to afford a minimum of 135 hours on the job during the enrolled semester. If the job is paid, intern may work as many hours as school schedule permits. No pay from the internship placement is required; however, supervising offices may elect to provide stipends, paid parking, mileage reimbursement, or paid employment. The intern shall observe all standards of legal ethics and confidentiality and comply with all office policies.

II. COURSE GOALS: The course will:
A. Develop student awareness and working knowledge of basic marketing concepts in a professional business setting. I,II,III,IV,V, VII
B. Enable the student to work effectively in a professional environment. I,II,III, IV,V, VII
C. Increase the intern’s capacity to use good communication skills when working with marketing professionals. I,III,X

III. EXPECTED STUDENT LEARNING OUTCOMES: Students will be able to:
1. Demonstrate a working knowledge of basic marketing and basic business concepts.(A)
2. Exhibit the ability to work effectively as part of a team in the professional environment.(A,B)
3. Show good written and oral communication skills with team/co-workers and supervisors to ensure timely and accurate completion of work and to establish good human relationships. (A,B,C)
4. Prepare an application and resume for the search for an internship position in the accounting field. Participate in an interview with the Internship Coordinator in preparation for interviewing with potential employers. Actively participate in the search for an internship. (A,C)

5. Demonstrate a strong work ethic and positive attitude and professionalism by regularly attending and being punctual for the internship job. (A,B,C)

IV. EVALUATION:

A. Testing Procedures: N/A

B. Laboratory Expectations: N/A

C. Field Work: N/A

D. Other Evaluation Methods:

1. **The grade for this course is pass/no-pass.** To pass the intern must meet all requirements as stated in this syllabus; verify completion of 135 hours; arrange a site visit for the Internship Coordinator; submit a completed student evaluation form; pass the employer evaluation; and complete an updated resume and other paperwork for the Placement office.

2. The intern is responsible for enrolling in the course, paying all fees, and scheduling an initial interview with the Internship Coordinator prior to the beginning of the enrolled term, and bringing to the interview all completed initial application paperwork including: application, resume, and transcript. (Read everything under "Students" on the internship webpage: http://www.pstcc.edu/departments/bctpi/).

3. Progress conferences with the Internship Coordinator are not required but may be scheduled at any time during the semester on an "as needed" basis. However, interns are expected to check student and personal email accounts on a regular basis throughout the semester to maintain regular communication with the Coordinator. **Notify Coordinator immediately if phone numbers or emails change during internship.**

4. The intern will notify the Internship Coordinator immediately upon accepting an internship position. The internship coordinator must approve the placement and the placement supervisor must complete the Job Profile verification form during or before the first week of the internship. The form is provided by the internship coordinator.

5. Regularly review the syllabus to assure all requirements are being met.

6. Hours worked must be verified by the employer using either (1) time sheets signed by both the student and the supervisor, or (2) copies of official pay stubs that show a minimum of 135 hours worked. These must be submitted to the Coordinator by the last day of the enrolled term. All required hours MUST be completed with ONE employer.

7. The intern will submit to the Internship Coordinator a final evaluation form describing and evaluating the internship experience. This "Student Evaluation" form, along with a "Timesheet" form for #6 above, is located on the Internship webpage: http://www.pstcc.edu/departments/bctpi/documents.html. This form must be submitted by the last day of the enrolled term. In some instances, where site visits cannot be accomplished, a **written report** is required in place of the evaluation form and the visit. (Discuss with Coordinator)
8. The student will organize and schedule with the Internship Coordinator a site visit to the intern's workplace sometime prior to the completion of the required hours.

9. The intern's work supervisor will submit a final evaluation form to the Internship Coordinator indicating the tasks assigned and rating the intern's performance. This form will be provided directly to the supervisor (not on webpage), and must be submitted by the last day of the enrolled term.

10. Tardiness, absenteeism, and/or general disciplinary problems will not be tolerated and can result in the failure of the internship course.

11. The intern will be responsible for handling all software, hardware, and other types of equipment provided by the employer in a responsible and ethical manner.

V. **POLICIES:**

A. **Attendance policy:**

   Interns are to achieve 135 hours at the internship placement at times established with the placement supervisor.

   Maintaining continuous attendance in your classes is very important. If you are considering dropping or withdrawing from a course, please check with the Financial Aid Office before doing so. Dropping or withdrawing from a class can adversely affect your financial aid and/or lottery eligibility.

B. **Academic Dishonesty:**

   Plagiarism, cheating and other forms of academic dishonesty are prohibited. A student guilty of academic misconduct, either directly or indirectly through participation or assistance, is immediately responsible to the instructor of the class. In addition to other possible disciplinary sanctions that may be imposed through the regular Pellissippi State procedures as a result of academic misconduct, the instructor has the authority to assign an NP or a zero for the exercise or examination or to assign an NP in the course.

C. **Computer Usage Guidelines:**

   College-owned or -operated computing resources are provided for use students of Pellissippi State Community College. All students are responsible for the use of Pellissippi State's computing resources in an effective, efficient, ethical and lawful manner. It is each individual user's responsibility to abide by the policy available at [www.pstcc.edu/ppm/pdf/08-13-05.pdf](http://www.pstcc.edu/ppm/pdf/08-13-05.pdf).

D. **Accommodation for Disabilities:**

   Students who need accommodations because of a disability, have emergency medical information to share, or need special arrangements in case the building must be evacuated should inform the instructor immediately, privately after class or in her or his office. Students must present a current accommodation plan from a staff member in Services for Students with Disabilities (SSWD) in order to receive accommodations in this course. Services for Students with Disabilities may be contacted by going to Goins 127, 132, 134, 135, 131 or by phone: 539-7153 or TTY 694-6429. More information is available at [http://www.pstcc.edu/sswd/](http://www.pstcc.edu/sswd/).